

What is claimed is:

1. A greeting card comprising:
 - a first and second sheet segment folded about a first fold line;
 - an aperture defined in said first sheet segment;
 - a first containment sheet aligned with said aperture, wherein at least a portion of said first containment sheet is transparent;
 - a second containment sheet aligned with said aperture, wherein said first and second containment sheets are attached together to form a special effects container; and
 - a substance contained in said special effects container, wherein said substance is viewable through said aperture.
2. The greeting card of claim 1, wherein said said first and second containment sheets are glued together.
3. The greeting card of claim 1, wherein said first containment sheet is attached to said second containment sheet by having said first containment sheet fixed to one side of said first sheet segment and by having said second containment sheet fixed to the other side of said first sheet segment.
4. The greeting card of claim 1, wherein said substance includes a glitter.
5. The greeting card of claim 1, wherein said

substance includes a confetti.

6. The greeting card of claim 1, wherein said substance includes a liquid.

7. The greeting card of claim 1, wherein said substance includes a liquid and special effect particles.

8. The greeting card of claim 1, wherein said substance includes magnetic filaments.

9. The greeting card of claim 1, wherein said substance includes a first and second liquid that are insoluble to each other.

10. The greeting card of claim 1, wherein said substance includes a first and second liquid that are insoluble to each other and special effect particles.

11. The greeting card of claim 1, wherein said second containment sheet is a third sheet segment of said folded sheet folded about a second fold line.

12. The greeting card of claim 1, wherein said substance includes a liquid and special effect particles, wherein said special effect particles have a negative buoyancy with respect to said liquid.

13. The greeting card of claim 1, wherein said substance includes a liquid and special effect particles wherein said special effect particles have a positive buoyancy with respect to said liquid.

14. The greeting card of claim 1, wherein said aperture is substantially circular.

15. The greeting card of claim 1, wherein said aperture is substantially non-circular.

16. The greeting card of claim 15, wherein said substantially non-circular aperture is in the shape of a martini glass.

17. The greeting card of claim 1 further comprising indicia placed on said second containment sheet.

18. The greeting card of claim 17, wherein said indicia is an image of a snowman.

19. The greeting card of claim 1, wherein said special effects container is operable to be opened and said substance removed.

20. The greeting card of claim 19, wherein said opened special effects container is operable to be re-sealed.

21. The greeting card of claim 1, wherein at least a portion of said special effects container is reflective.

22. The greeting card of claim 21, wherein said reflective portion is a mirror.

23. The greeting card of claim 1, wherein said transparent portion of said first containment sheet is tinted with a color.

24. A greeting card comprising:
a first and second sheet segment folded about a first fold line;
a special effects container attached to said first sheet segment; and
a substance housed in said special effects container, wherein a portion of said special effects container is transparent.

25. The greeting card of claim 24, wherein said substance includes special effects particles.

26. The greeting card of claim 24, wherein said substance includes a liquid.

27. The greeting card of claim 24, wherein said substance includes a liquid and special effects particles.

28. The greeting card of claim 27, wherein said special effects particles comprise confetti.

29. The greeting cards of claim 27, wherein said special effects particles comprise glitter.

30. A gift bag comprising:
one or more sheets forming said gift bag,
said gift bag having an interior and exterior portion;

an aperture defined in said gift bag; and a special effects container, wherein a substance is housed in said special effects container, said special effects container is aligned with said aperture, said special effects container is attached to an interior portion of said gift bag, and said substance is viewable through said aperture from the exterior of said gift bag.

31. The gift bag of claim 30, wherein said substance includes special effects particles.

32. The gift bag of claim 30, wherein said substance includes a liquid.

33. The gift bag of claim 30, wherein said substance includes a liquid and special effects particles.

34. The gift bag of claim 33, wherein said special effects particles comprise confetti.

35. The gift bag of claim 33, wherein said special effects particles comprise glitter.

36. The gift bag of claim 30, wherein said special effects container is formed from a first and second containment sheet, wherein said first and second containment sheets are attached together.

37. A postcard comprising:
a first sheet forming said postcard, said
postcard having a front and a rear surface;
an aperture defined in said postcard; and
a special effects container, wherein a
substance is housed in said special effects container,
said special effects container is aligned with said
aperture, said special effects container is attached to
said front surface, and said substance is viewable
through said aperture from said rear surface.

38. The postcard of claim 37 further
comprising a second sheet that is substantially the same
size as said first sheet, wherein said second sheet is
aligned with and attached to said first sheet such that
said special effects container is not viewable from said
rear surface.

39. The postcard of claim 37, wherein said
substance includes special effect particles.

40. The postcard of claim 37, wherein said
substance includes special effect particles and a liquid.